

ORDER

KSNV

Orders

Order / Rev: **107334**
 Alt Order #: 06860182
 Product Desc: BERKLEY FOR SEN ADD
 Estimate: 30S
 Flight Dates: 10/02/12 - 10/08/12
 Original Date / Rev: 10/01/12 / 10/01/12
 Order Type: GENERAL

Primary AE: Amy McCreary
 Sales Office: BLPHI
 Sales Region: National

Agency

Name: Shorr Johnson Magnus
 Buying Contact:
 Billing Contact:
 1831 Chestnut St.
 Philadelphia, PA 19103

Billing Type: Cash
 Billing Calendar: Broadcast
 Billing Cycle: EOM/EOC
 Agency Commission: 15%

Advertiser

Name: **Barkley Shelley for Senate**
 Demographic: A35+
 Product Codes: PLC01
 Priority: SELECT PRIORITY CODE
 Revenue Codes: POLITICAL/AGY, PCAN, GEN

New Business Thru:
 Order Separation: 00:05:00
 Advertiser External ID:
 Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/08/12	13	\$6,050.00	\$5,142.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	13	\$6,050.00	\$5,142.50	0.00
Totals	13	\$6,050.00	\$5,142.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
KSNV	27%	\$6,050.00
Market	100%	\$22,407.41

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	30%	\$6,722.22
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	20%	\$4,481.48
KTUD	0%	\$0.00
KVVU	20%	\$4,481.48
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	3%	\$672.22

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/02/12	10/05/12	The Agenda 1230pm	CM	1230-1p	-TWTF--	:30	4	\$325.00	1	0.00	NM	4	\$1,300.00
The Agenda 1230pm															
AGENDAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/01/12	10/07/12	-TWTF--		4		\$325.00		0.00					

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 Flight Dates: 10/02/12 - 10/08/12

Advertiser: Berkley, Shelley for Senate
 Product Desc: BERKLEY FOR SEN ADD
 Estimate: 30S
 KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/02/12	10/05/12	The Agenda 1230pm The Agenda 1230pm	CM	1230-1p	-TWTF--	:30	4	\$325.001		0.00	NM	4	\$1,300.00
AGENDAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-TWTF--					4	\$325.00		0.00			
E 2	KSNV	10/08/12	10/08/12	The Agenda 1230pm The Agenda 1230pm	CM	1230-1p	M-----	:30	1	\$325.001		0.00	NM	1	\$325.00
AGENDA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	M-----					1	\$325.00		0.00			
E 3	KSNV	10/07/12	10/07/12	News 3 Live in Prime News 3 in Prime	CM	7-10pm	-----S	:30	1	\$1,800.001		0.00	NM	1	\$1,800.00
NEWS AFT NFL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S					1	\$1,800.00		0.00			
E 4	KSNV	10/02/12	10/05/12	Late Night w/Fallon Late Night w/Fallon	CM	1237a-136am	-TWTF--	:30	4	\$250.001		0.00	NM	4	\$1,000.00
FALLON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-TWTF--					4	\$250.00		0.00			
E 5	KSNV	10/08/12	10/08/12	Late Night w/Fallon Late Night w/Fallon	CM	1237a-136am	M-----	:30	1	\$250.001		0.00	NM	1	\$250.00
FALLON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	M-----					1	\$250.00		0.00			
E 6	KSNV	10/06/12	10/06/12	Saturday Today Saturday Today	CM	7a-9am	-----S-	:30	1	\$625.001		0.00	NM	1	\$625.00
SAT TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S-					1	\$625.00		0.00			
E 7	KSNV	10/07/12	10/07/12	Sunday Today Sunday Today	CM	7a-8am	-----S	:30	1	\$750.001		0.00	NM	1	\$750.00
SUN TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S					1	\$750.00		0.00			
													Totals	13	\$6,050.00